

## Abstract

The object of the present invention is to provide an ink jet recording paper of so-called plain paper type having no coating of pigment on the recording surface which is excellent in image density and color reproducibility of the recorded image and besides has a water resistance of the printed portion. According to the present invention, there is provided an ink jet recording paper which comprises a neutral base paper comprising a wood pulp as a main starting material on which is coated a coating solution containing a fluorescent brightening agent, a water-soluble binder and a cationic polymer fixing agent and in which the coated paper has an ISO whiteness of not less than 95% and a fluorescence intensity of 7-15% measured by a method specified in JIS P-8148 using a xenon flash lamp as a light source. In the ink jet recording paper, preferably, the base paper is made using calcium carbonate as a filler and the ash content of the base paper is adjusted to 5-20% by a specific treatment, and a specific fluorescent brightening agent and a specific cationic polymer fixing agent are contained at a specific mixing ratio.

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